

Project Summary

Provide a summary (one-page maximum) that describes key elements of the project and states the total project cost.

Please type here: (SNC 070298 Feather River College Hatchery Project Fish-Education and Tourism) The Feather River College Hatchery operates as part of Feather River College (FRC), one of the smallest community colleges in California. The 268-acre campus is surrounded by the Plumas National Forest and hosts a variety of wildlife, including a resident deer herd. The mission of the Feather River College Hatchery is to conserve, protect and restore native fish to California's lakes and streams while educating and supporting the academic achievement of students by providing environments which enhance their educational and personal growth. The hatchery is currently nearing the celebration of its 35th year in Plumas County, and has been engaged over the past year in an extensive renewal of system upgrades to improve and sustain hatchery operations. This request for funding will address two additional issues important to hatchery operations: the need to expand, support and sustain educational opportunities for youth; and the need to engage in an extensive outreach and tourism campaign that will further draw interest to this valuable resource and educational site. The educational components this project wishes to expand include: Project FISH - a K-12 afterschool, mentor-based community education and fishing program available for all youth, and most especially at-risk youth; Trout in the Classroom - a classroom-based conservation-oriented environmental education program; and FRESCA - a college-based environmental education workgroup. With the completion of the site improvement project of the FRC Hatchery well under way, the time is right for the development of a dedicated tourism plan. While hatcheries are naturally associated with recreational fishing, there is a greater opportunity to lure other groups such as schools, scouts, clubs, civic organizations and families. Facility tours, fishing derbies and regional fishing events have the potential to increase the draw to rural Plumas County communities and allow the hatchery to become recognized as a major tourism destination in the Sierra Nevada. This tourism plan will not only boost the economy of the hatchery but its local and regional community business partners as well.

Funding provided herein will provide for the following tourism-related activities:

- o Outdoor display tanks and underwater viewing window
- o Interpretative signage and experiential learning activities
- o Development of hatchery brochure / webpage / local & regional maps
- o Fishing Derby / Open House / Educational Events throughout the year
- o Advertising Outdoor Magazines / Newspapers / Guides

The FRC Hatchery is respectfully requesting the sum of \$49,750 to implement this edu/tourism project.

SNC 070298
Feather River College Hatchery